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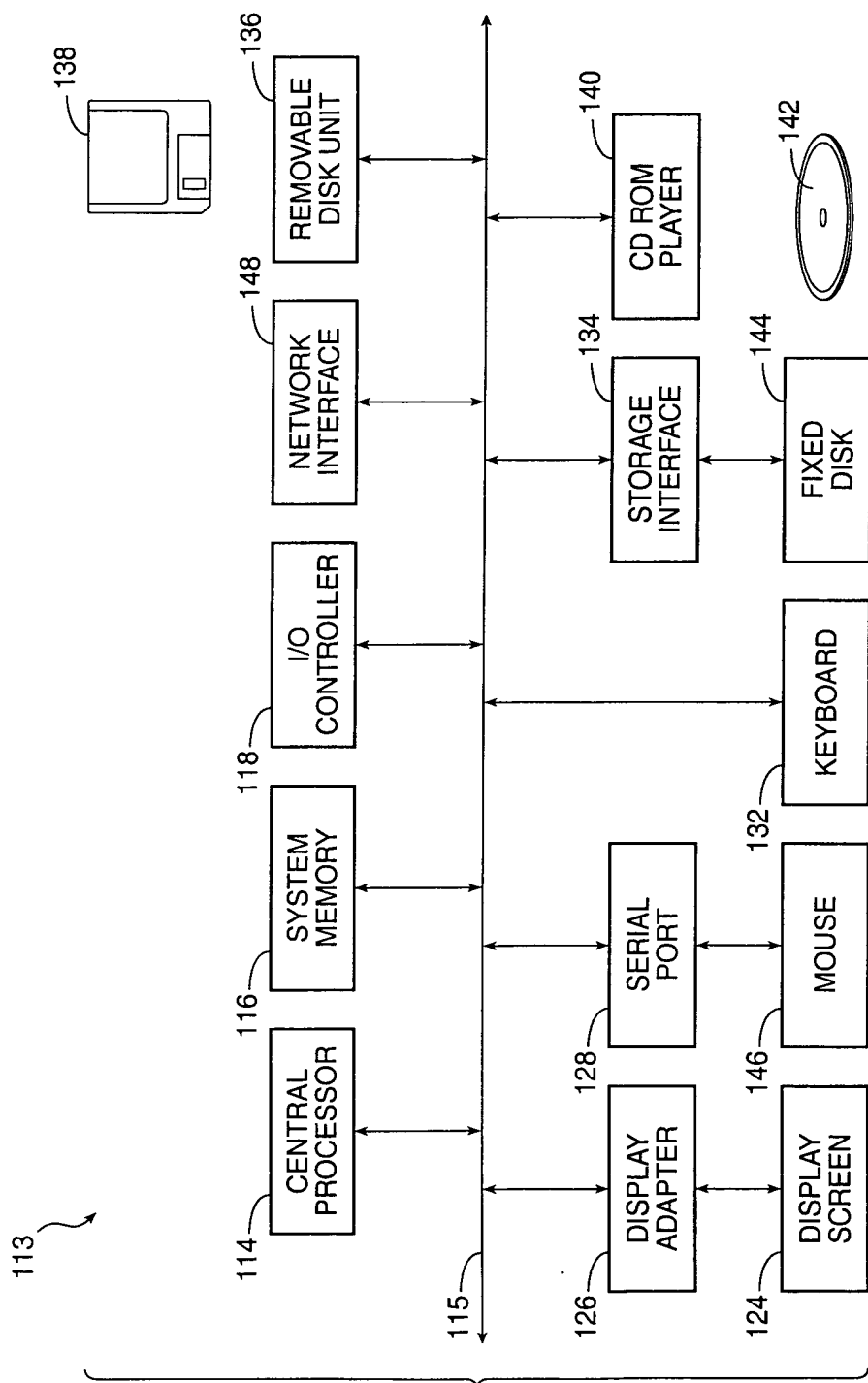


FIG. 1

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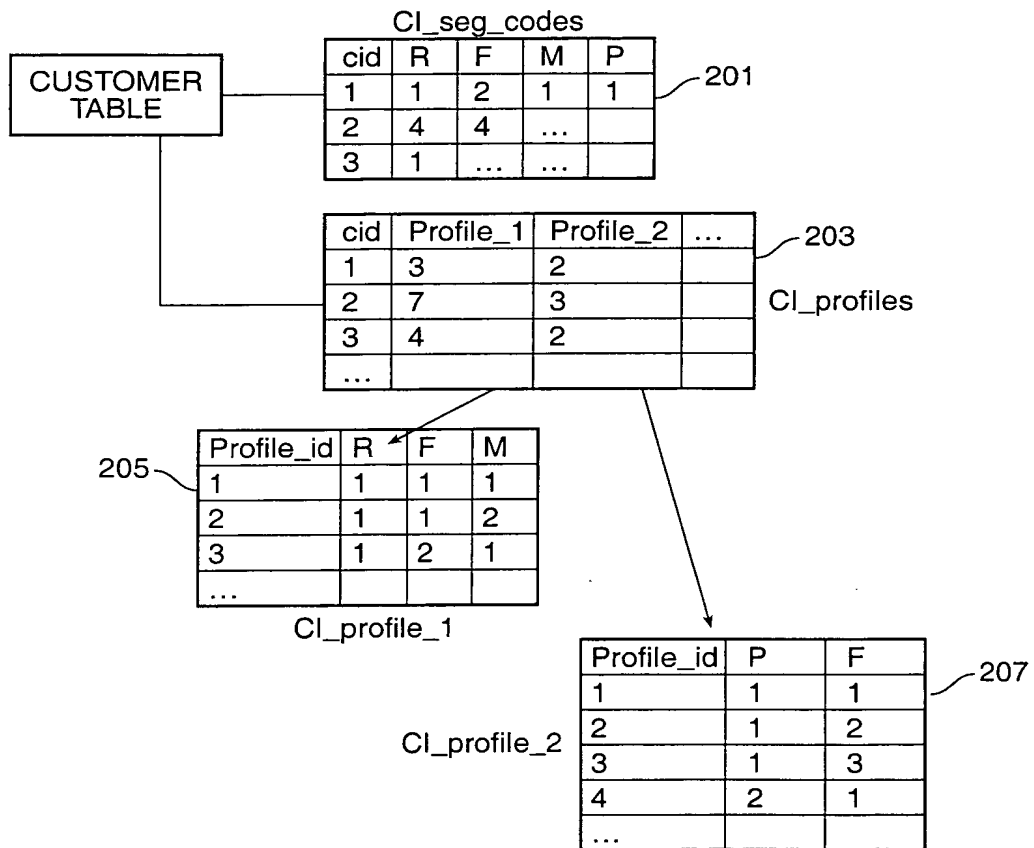


FIG. 2

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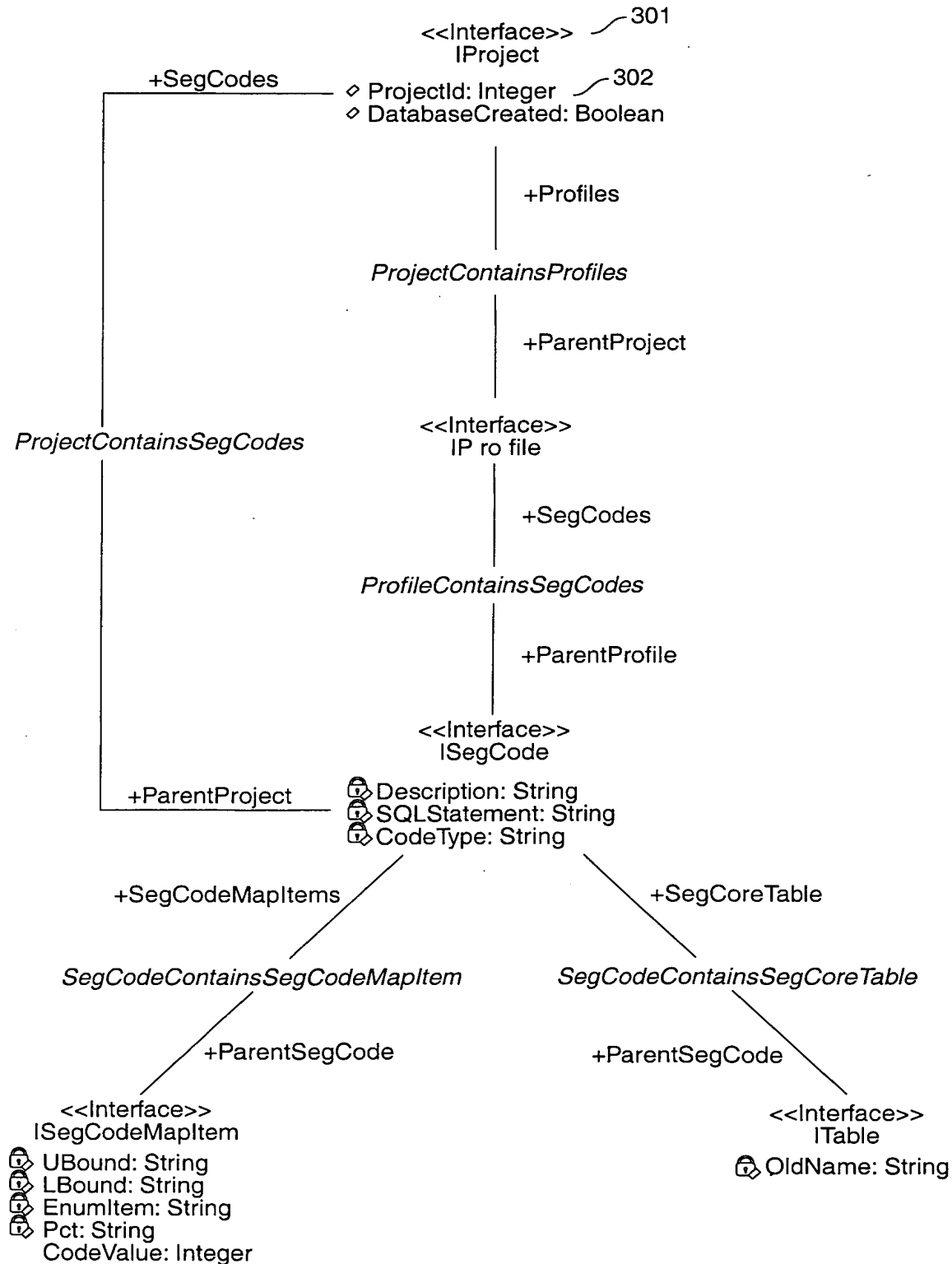


FIG. 3

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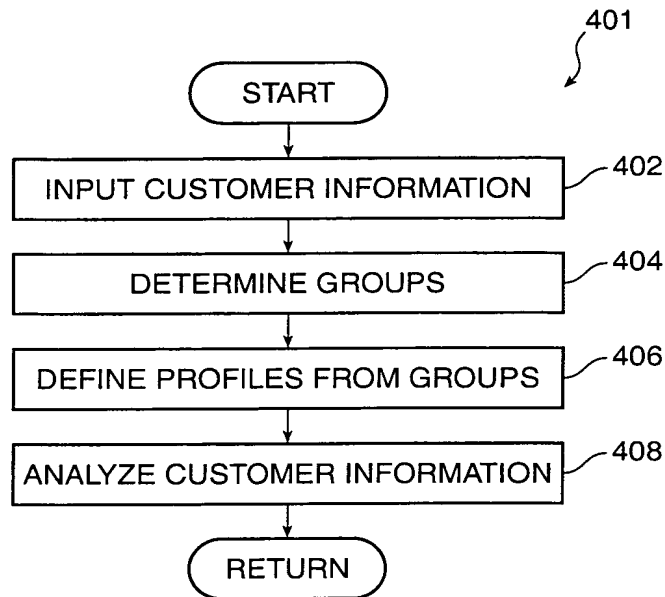


FIG. 4A

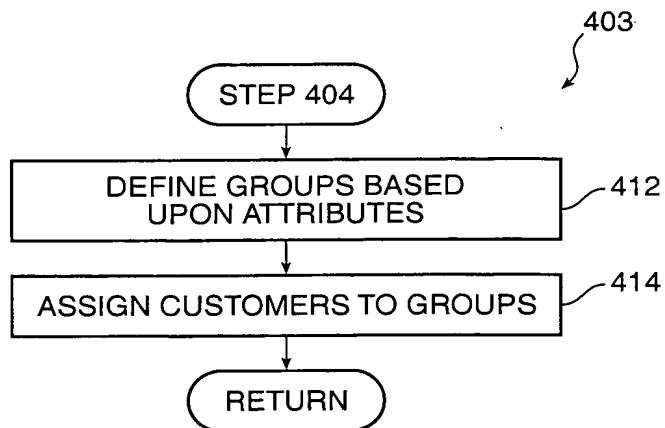


FIG. 4B

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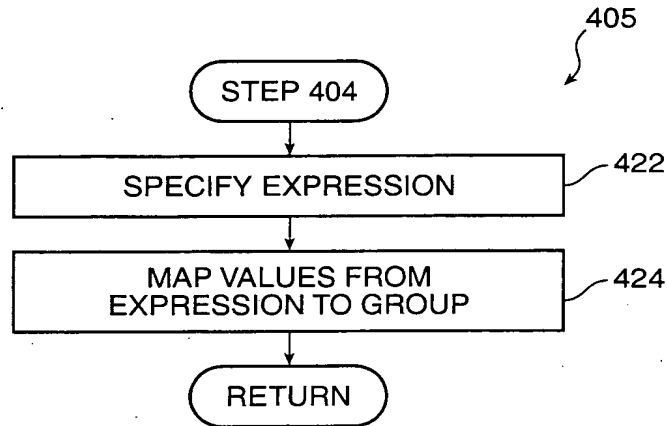


FIG. 4C

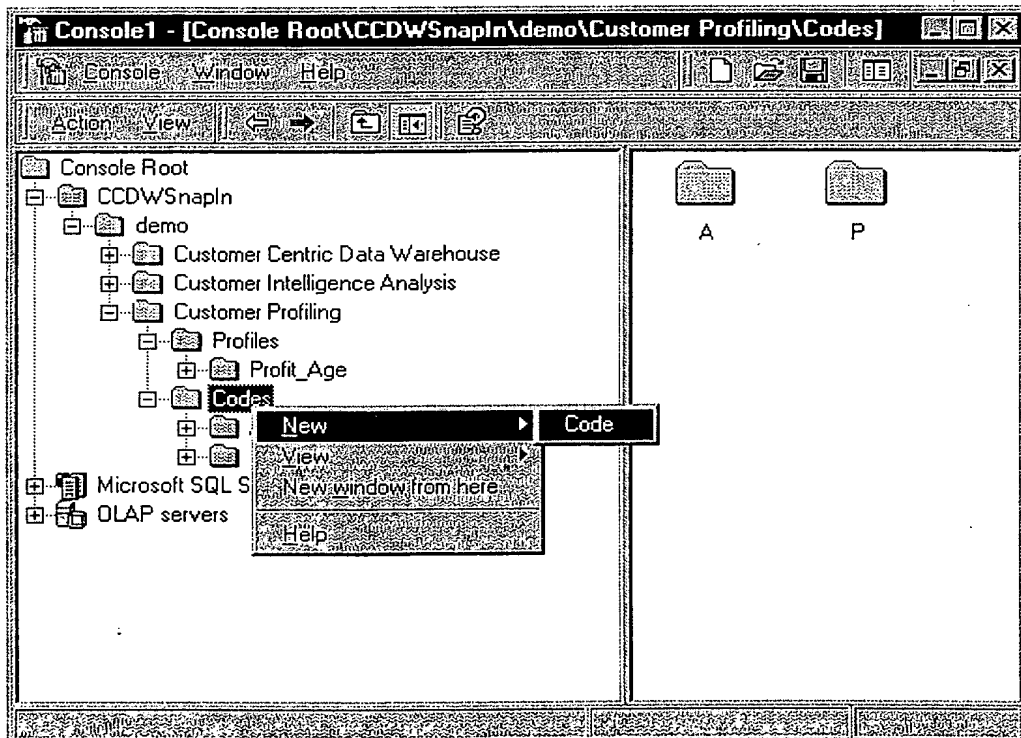
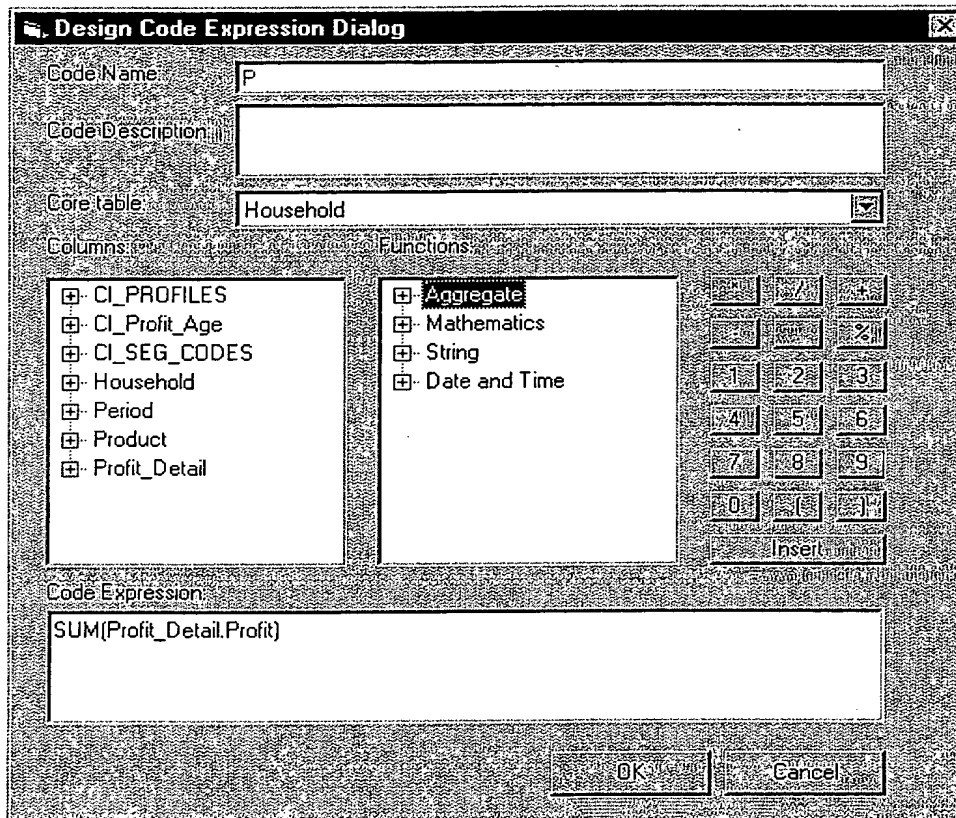


FIG. 5A

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The "Design Code Expression Dialog" is a software window with a title bar and standard window controls. It contains several input fields and lists. The "Code Name" field is set to "P". The "Code Description" field is empty. The "Core table" dropdown menu is set to "Household". Below these are two lists: "Columns" and "Functions". The "Columns" list includes "CI\_PROFILES", "CI\_Profit\_Age", "CI\_SEG\_CODES", "Household", "Period", "Product", and "Profit\_Detail". The "Functions" list includes "Aggregate", "Mathematics", "String", and "Date and Time". To the right of the "Functions" list is a numeric keypad with buttons for digits 0-9, a decimal point, a percent sign, and an "Insert" button. At the bottom, the "Code Expression" text area contains the formula "SUM(Profit\_Detail.Profit)". The dialog has "OK" and "Cancel" buttons at the bottom right.

Design Code Expression Dialog

Code Name: P

Code Description:

Core table: Household

Columns:

- CI\_PROFILES
- CI\_Profit\_Age
- CI\_SEG\_CODES
- Household
- Period
- Product
- Profit\_Detail

Functions:

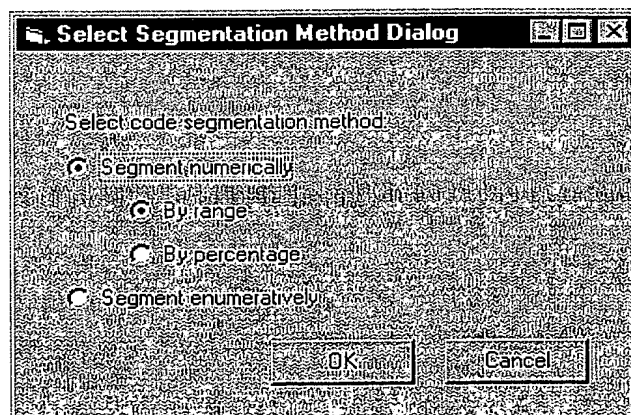
- Aggregate
- Mathematics
- String
- Date and Time

Code Expression:

SUM(Profit\_Detail.Profit)

OK Cancel

FIG. 5B



The "Select Segmentation Method Dialog" is a software window with a title bar and standard window controls. It contains a group box labeled "Select code segmentation method:" with four radio button options: "Segment numerically", "By range", "By percentage", and "Segment enumeratively". The "Segment numerically" option is selected. At the bottom, there are "OK" and "Cancel" buttons.

Select Segmentation Method Dialog

Select code segmentation method:

- ☒ Segment numerically
- ☐ By range
- ☐ By percentage
- ☐ Segment enumeratively

OK Cancel

FIG. 5C

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**Design Range Mapping Dialog**

Define code ranges:

Lower bound	Expression	Upper bound	Code Value
0	P	1000	1
1000	P	2000	2
2000	P	3000	3

For all other ranges, code value =

P = SUM(Profit, Detail Profit)

FIG. 5D



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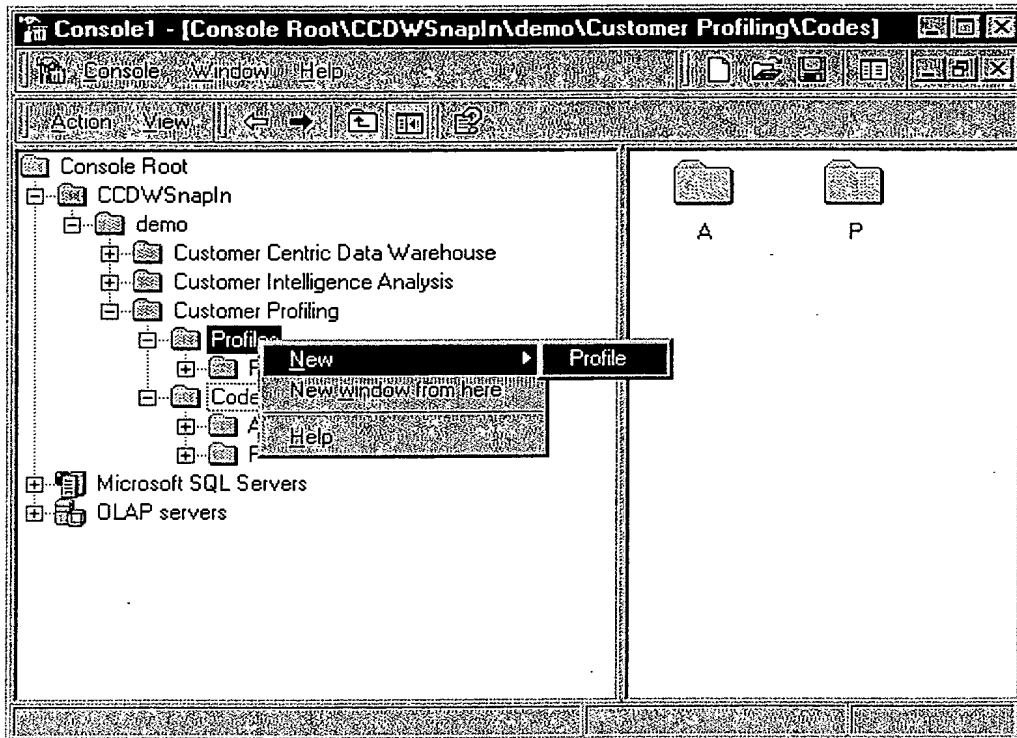


FIG. 5E

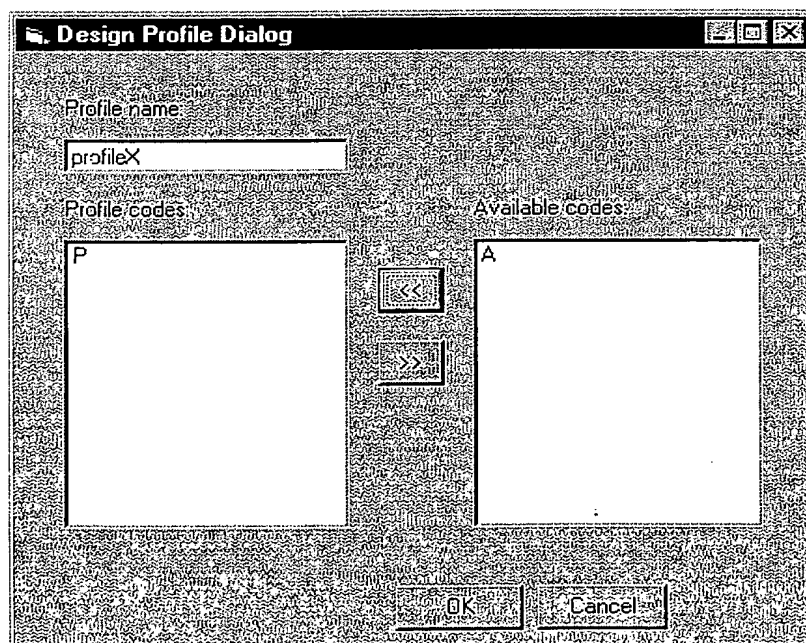


FIG. 5F

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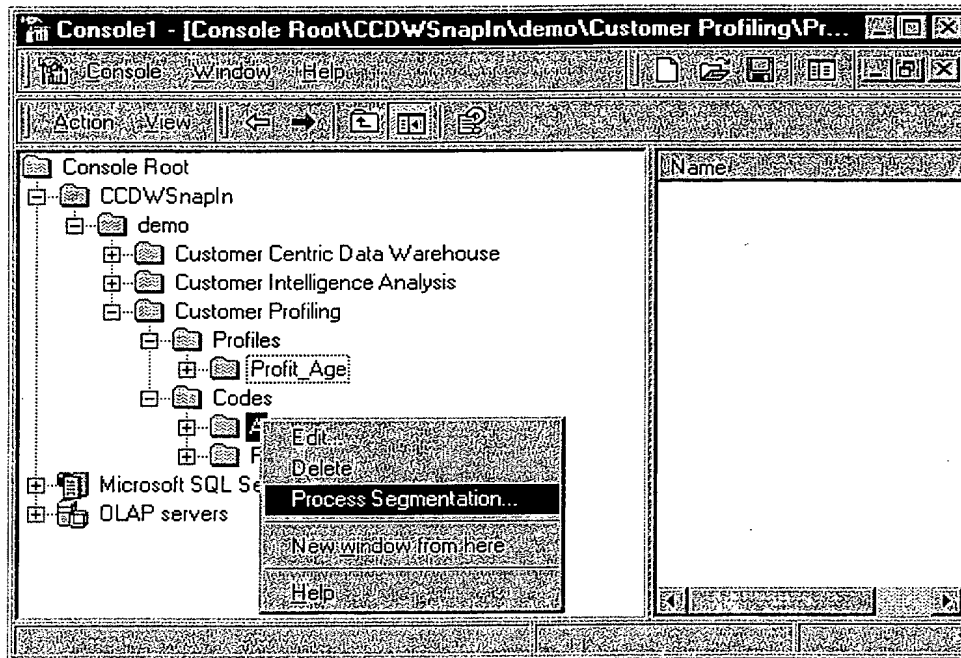


FIG. 5G

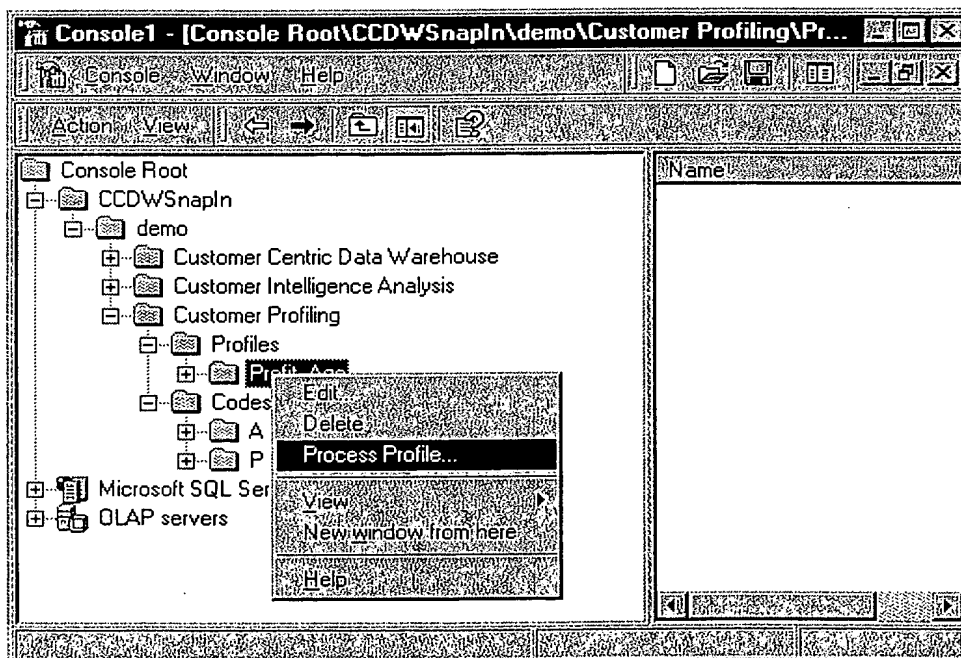


FIG. 5H

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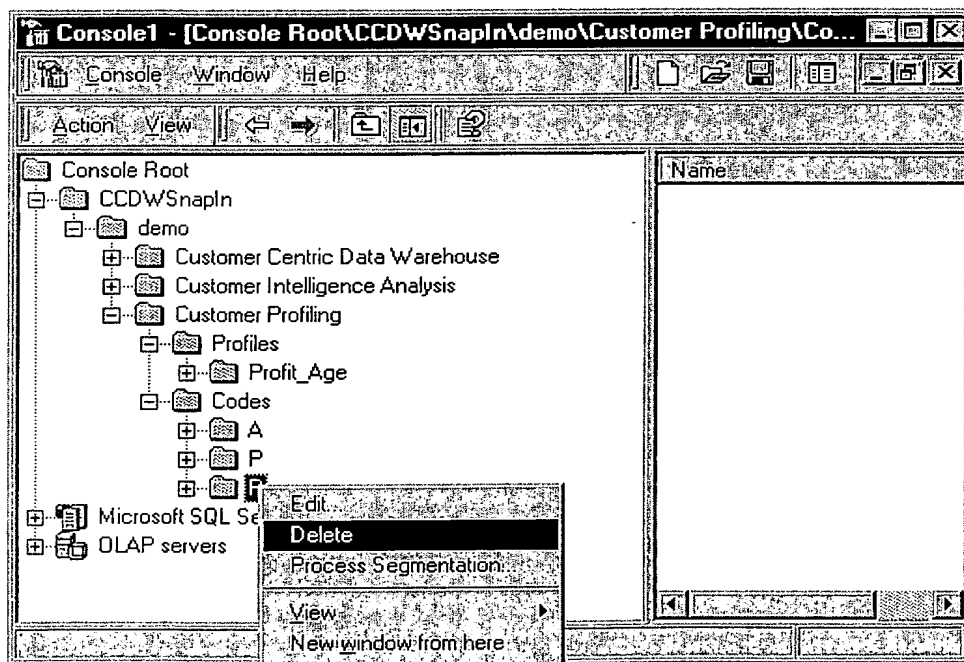


FIG. 5I